Tourist Reception Centre Survey

Fall/Winter, 1983/1984

Project #79-093
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TOURIST RECEPTION CENTRE
SURVEY SUMMARY RESULTS
FALL/WINTER 1983/84
(OCTOBER - MARCH)

TABLE 1. TOTAL NUMBER OF VISITOR REGISTRATION FORMS RECIEVED DURING OCTOBER - MARCH, 1983/84

MONTHS:	WINNIPEG (CORE AREA)
OCTOBER	36.3
NOVEMBER	26.5
DECEMBER	15
JANUARY	22
FEBRUARY	0
MARCH	0.2
TOTAL:	100

TABLE II. ORIGIN/LENGTH OF STAY IN MANITOBA; APRIL - SEPTEMBER, 1983
NUMBER OF NIGHTS IN MANITOBA

COUNTRY	NONE	1-3 4 (WKND)	8-14 ((2 WKS)	15-21 (3 WKS)	22+ LONGER	TOTAL
CANADA	2.4%	38.0%*	15.2%	4.0%	4.4%	100.0%
U.S.A.	6.6%	50.5%*	10.4%	0.0%	3.8%	100.0%
FOREIGN	1.8%	33.9%*	14.3%	8.3%	18.5%	100.0%
TOTAL:	3.4%	40.5%*	13.6%	4.0%	7.9%	100.0%

TABLE III. PERCENT ORIGIN OF NON-RESIDENT VISITORS REGISTERING AT VISITOR RECEPTION CENTRES WITHIN MANITOBA (APRIL - SEPTEMBER, 1983)

ORIGIN:	TOTAL:
CANADA TOTAL:	45.2%
Newfoundland	0.3%
Prince Edward Island	0.4%
Nova Scotia	1.3%
New Brunswick	0.4%
ATLANTIC PROVINCES:	2.5%
Quebec	5.8%
N.W. Ontario	2.7%
Other Ontario	17.5%
CENTRAL PROVINCES:	25.9%
EASTERN PROVINCES:	29.8%
Saskatchewan	2.5%
Alberta	5.8%
PRAIRIE PROVINCES:	8.5%
British Columbia	8.4%
Yukon and N.W.T.	0.3%
WESTERN CANADA:	17.0%
UNITED STATES TOTAL:	28.9%
Maine	0.1%
New Hampshire	0.0%
Vermont	0.1%
Massachusetts	0.6%
Rhode Island	0.0%
Connecticut	0.1%
NEW ENGLAND:	0.4%
New York	0.6%
New Jersey	0.1%
Pennsylvania	0.6%
MIDDLE ATLANTIC:	1.3%
Ohio	0.1%
Indiana	0.3%
Illinois	1.3%
Michigan	0.7%
Wisconsin	1.0%
EAST-NORTH CENTRAL:	3.6%
Minnesota	7.4%
Iowa	0.7%
Missouri	0.0%
North Dakota	4.0%
South Dakota	0.7%
Nebraska	0.6%
Kansas	0.1%
WEST-NORTH CENTRAL:	13.6%

(CONT'D)

(CONT'D)	
Delaware	0.0%
Maryland	0.1%
District of Columbia	0.0%
Virginia	0.6%
West Virginia	0.1%
North Carolina	0.1%
South Carolina	0.1%
Georgia	0.4%
Florida	0.7%
SOUTH ATLANTIC:	1.5%
Kentucky	0.0%
Tennessee	0.0%
Alabama	0.1%
Mississippi	0.1%
EAST-SOUTH CENTRAL:	0.3%
Arkansas	0.1%
Louisiana	0.3%
Oklahoma	0.3%
Texas	0.9%
WEST-SOUTH CENTRAL:	1.5%
Montana	0.6%
Idaho	0.1%
Wyoming	0.1%
Arizona	0.7%
Utah	0.1%
Colorado	0.6%
Nevada	0.0%
New Mexico	0.0%
MOUNTAIN:	2.1%
Washington	1.3%
Oregon	0.1%
California	3.0%
Alaska	0.1%
PACIFIC:	4.6%
Great Britain	5.5%
Europe	9.8%
Other	10.4%
FOREIGN TOTAL:	25.7%
GRAND TOTAL:	100.0%

NOTE: SUB-TOTALS MAY NOT ADD UP DUE TO ROUNDING

TABLE IV. PERCENTAGE - ORIGIN/ACCOMMODATION
(FOR THOSE REMAINING ONE OR MORE NIGHTS)
OCTOBER-MARCH, 1983

COUNTRY	HOTEL/ MOTEL	CAMPING	FRIENDS/ RELATIVES	OTHER	MULTIPLE	TOTAL
CANADA	39.7%	1.7%	49.1%	6.6%	2.8%	100.0%
U.S.A.	61.2%	4.1%	26.5%	4.7%	7.6%	100.0%
FOREIGN	20.6%	2.4%	52.7%	21.8%	2.4%	100.0%
TOTAL:	40.5%	2.6%	43.9%	10.1%	4.0%	100.0%

TABLE V. MAIN PURPOSE OF VISITORS REGISTERING AT MANITOBA VISITOR RECEPTION CENTRES, (APRIL - SEPTEMBER, 1983)

ORIGIN:	SPECIAL EVENT/ FESTIVALS	GENERAL FISHING TRIP	NORTHERN FISHING TRIP	SIGHT-SEEING: RURAL AREAS	SIGHT-SEEING: WINNIPEG	VISITING FRIENDS/ RELATIVES	OUTDOOR RECREATIO	SHOPPING TRIP	HORSE RACES	NON-PLEASURE TRIP:
CANADA TOTAL:	3.9%	0.0%	0.0%	5.7%	60.7%	44.3%	1.0%	2.6%	0.0%	31.8%
Newfoundland	0.0%	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.0%
Prince Edward Island	0.0%	0.0%	0.0%	0.0%	100.0%	33.3%	0.0%	0.0%	0.0%	0.0%
Nova Scotia	0.0%	0.0%	0.0%	0.0%	77.8%	55.6%	0.0%	0.0%	0.0%	44.4%
New Brunswick	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
ATLANTIC PROVINCES:	0.0%	0.0%	0.0%	5.9%	76.6%	58.8%	0.0%	5.9%	0.0%	23.4%
Quebec	10.3%	0.0%	0.0%	0.2%	46.2%	41.0%	2.6%	0.0%	0.0%	30.8%
N.W. Ontario	0.0%	0.0%	0.0%	0.0%	55.6%	33.3%	0.0%	22.2%	0.0%	44.4%
Other Ontario	4.3%	0.0%	0.0%	9.5%	58.6%	39.7%	1.7%	0.9%	0.0%	37.1%
CENTRAL PROVINCES:	5.2%	0.0%	0.0%	6.9%	55.5%	39.3%	1.7%	2.9%	0.0%	36.4%
EASTERN PROVINCES:	5.2%	0.4%	0.0%	6.9%	55.5%	39.3%	1.7%	2.9%	0.0%	36.4%
Saskatchewan	5.9%	0.0%	0.0%	2.5%	47.1%	52.9%	0.0%	11.8%	0.0%	17.6%
Alberta	0.0%	0.0%	0.0%	0.0%	66.7%	35.9%	0.0%	0.0%	0.0%	38.5%
PRAIRIE PROVINCES:	1.8%	0.0%	0.0%	4.0%	60.7%	53.5%	0.0%	3.6%	0.0%	32.1%
British Columbia	1.8%	0.0%	0.0%	5.3%	71.9%	57.9%	0.0%	0.0%	0.0%	21.1%
Yukon and N.W.T.	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	0.0%	0.0%
WETERN CANADA:	2.6%	0.0%	0.0%	2.6%	66.1%	49.6%	0.0%	1.7%	0.0%	26.1%
UNITED STATES TOTAL:	5.6%	1.0%	0.5%	13.3%	82.6%	21.0%	1.0%	8.7%	1.0%	10.3%
NEW ENGLAND:	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
MIDDLE ATLANTIC:	33.3%	0.0%	0.0%	11.1%	44.4%	44.4%	0.0%	0.0%	0.0%	33.3%
Ohio	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Indiana	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Illinois	11.1%	0.0%	11.1%	11.1%	66.7%	33.3%	0.0%	11.1%	0.0%	22.2%
Michagan	20.0%	0.0%	0.0%	40.0%	80.0%	20.0%	0.0%	0.0%	0.0%	33.3%
Wisconsin	0.0%	0.0%	0.0%	14.3%	85.7%	28.6%	0.0%	0.0%	0.0%	0.0%
EAST-NORTH CENTRAL:	8.3%	0.0%	4.2%	16.7%	79.2%	25.0%	0.0%	4.2%	0.0%	8.3%
Minnesota	2.0%	4.0%	0.0%	4.0%	88.0%	20.0%	4.0%	10.0%	4.0%	4.0%
Iowa	60.0%	0.0%	0.0%	0.0%	40.0%	20.0%	0.0%	20.0%	0.0%	0.0%
Missouri	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dakota	3.7%	0.0%	0.0%	0.0%	92.6%	7.4%	0.0%	18.5%	0.0%	7.9%
South Dakota	20.0%	0.0%	0.0%	20.0%	60.0%	0.0%	0.0%	0.0%	0.0%	20.0%
Nebraska	0.0%	0.0%	0.0%	0.0%	75.0%	0.0%	0.0%	25.0%	0.0%	25.0%
Kansas	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
WEST-NORTH CENTRAL:	5.4%	2.2%	0.0%	3.3%	84.8%	15.2%	2.2%	13.0%	2.2%	6.5%
SOUTH ATLANTIC:	10.0%	0.0%	0.0%	30.0%	90.0%	20.0%	0.0%	0.0%	0.0%	0.0%
EAST-SOUTH CENTRAL:	0.0%	0.0%	0.0%	50.0%	100.0%	50.0%	0.0%	0.0%	0.0%	50.0%
WEST-SOUTH CENTRAL:	0.0%	0.0%	0.0%	20.0%	80.0%	30.0%	0.0%	0.0%	0.0%	40.0%
MONTAIN:	0.0%	0.0%	0.0%	28.6%	71.4%	21.4%	0.0%	21.5%	0.0%	7.1%
PACIFIC:	0.0%	0.0%	0.0%	25.8%	90.3%	25.8%	0.0%	3.2%	0.0%	9.7%
Great Britain	0.0%	0.0%	0.0%	8.1%	91.9%	67.6%	0.0%	0.0%	0.0%	5.4%
Europe	3.0%	0.0%	0.0%	21.2%	74.2%	48.5%	1.5%	1.5%	0.0%	12.1%
Other	0.0%	0.0%	0.0%	7.2%	88.4%	46.4%	0.0%	1.4%	0.0%	7.2%
FOREIGN TOTAL:	1.2%	0.0%	0.0%	12.8%	83.7%	51.7%	0.6%	1.2%	0.0%	8.7%
GRAND TOTAL:	3.7%	3.0%	1.0%	9.5%	72.9%	39.4%	9.0%	4.0%	30.0%	19.6%

TABLE VI. AVERAGE LENGTH OF STAY IN MANITOBA BY ORIGIN (FOR ALL OVERNIGHT VISITORS AND FOR THOSE WHOSE DESTINATION IS WINNIPEG OR MANITOBA)

ORIGIN:	AVERAGE LENGTH OF STAY (NIGHTS) ALL OVERNIGHT VISITORS	AVERAGE LENGTH OF STAY (NIGHTS) VISITORS DESTINED FOR WINNIPEG OR MANITOBA
CANADA TOTAL:	7.07	8.34
Newfoundland	4.00	7.00
Prince Edward Island	5.50	9.00
Nova Scotia	7.56	9.43
New Brunswick	8.00	10.00
ATLANTIC PROVINCES:	6.94	9.27
Quebec	6.16	6.47
N.W. Ontario	4.94	5.07
Other Ontario	6.66	8.02
CENTRAL PROVINCES:	6.37	7.31
EASTERN PROVINCES:	6.42	7.45
Saskatchewan	8.88	9.93
Alberta	8.00	9.98
PRAIRIE PROVINCES:	8.29	9.90
British Columbia	8.09	9.76
Yukon and N.W.T.	7.50	14.00
WESTERN CANADA:	8.17	9.87
UNITED STATES TOTAL:	6.09	6.46
NEW ENGLAND:	4.50	0.00
MIDDLE ATLANTIC:	6.63	6.63
Ohio	2.00	0.00
Indiana	1.00	4.00
Illinois	5.88	8.20
Michagan	4.00	4.00
Wisconsin	4.53	4.25
EAST-NORTH CENTRAL:	3.39	5.69
Minnesota	3.84	3.86
Iowa	4.80	4.8
Missouri	0.00	0
North Dakota	3.79	3.78
South Dakota	3.00	3.00
Nebraska	2.00	2.00
Kansas	3.00	0.00
WEST-NORTH CENTRAL:	3.78	3.78
SOUTH ATLANTIC:	4.78	3.00
EAST-SOUTH CENTRAL:	30.00	30.00
WEST-SOUTH CENTRAL:	7.80	11.17
MONTAIN:	10.25	6.75
PACIFIC:	10.30	17.23
Great Britain	11.72	21.00
Europe	21.94	36.79
Other	8.74	24.46
FOREIGN TOTAL:	14.50	30.43
GRAND TOTAL:	8.77	10.97

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES

TABLE VII. DESTINATION AND ORIGIN OF VISITORS REGISTERING AT TRAVEL MANITOBA RECEPTION CENTRES SPRING/SUMMER, 1983

ORIGIN:	DESTINATION OF VISITORS: WINNIPEG	MANITOBA	OTHER
CANADA TOTAL:	68.9%	5.6%	25.6%
Newfoundland	50.0%	0.0%	50.0%
Prince Edward Island	33.3%	0.0%	66.7%
Nova Scotia	66.7%	11.1%	22.2%
New Brunswick	66.7%	0.0%	33.3%
ATLANTIC PROVINCES:	58.8%	5.9%	35.3%
Quebec	71.8%	10.3%	17.9%
N.W. Ontario	88.9%	0.0%	11.1%
Other Ontario	67.2%	6.0%	26.7%
CENTRAL PROVINCES:	70.5%	6.4%	23.1%
EASTERN PROVINCES:	69.5%	6.3%	24.2%
Saskatchewan	82.4%	0.0%	17.6%
Alberta	64.1%	2.6%	33.3%
PRAIRIE PROVINCES:	69.6%	1.8%	28.6%
British Columbia	68.4%	5.3%	26.3%
Yukon and N.W.T.	50.0%	0.0%	50.0%
WETERN CANADA:	67.8%	4.3%	27.8%
UNITED STATES TOTAL:	64.9%	8.8%	26.3%
NEW ENGLAND:	100.0%	0.0%	0.0%
MIDDLE ATLANTIC:	100.0%	0.0%	0.0%
Ohio	0.0%	0.0%	100.0%
Indiana	0.0%	0.0%	100.0%
Illinois	55.6%	11.1%	33.3%
Michagan	40.0%	40.0%	20.0%
Wisconsin	71.4%	14.3%	14.3%
EAST-NORTH CENTRAL:	50.0%	16.7%	33.3%
Minnesota	90.0%	6.0%	4.0%
Iowa	21.1%	5.3%	0.0%
Missouri	0.0%	0.0%	ERR
North Dakota	100.0%	0.0%	0.0%
South Dakota	100.0%	0.0%	0.0%
Nebraska	75.0%	0.0%	25.0%
Kansas	0.0%	0.0%	100.0%
WEST-NORTH CENTRAL:	91.2%	4.4%	4.4%
SOUTH ATLANTIC:	20.0%	30.0%	50.0%
EAST-SOUTH CENTRAL:	50.0%	50.0%	0.0%
WEST-SOUTH CENTRAL:	50.0%	10.0%	40.0%
MONTAIN:	21.4%	7.1%	71.4%
PACIFIC:	35.5%	9.7%	54.8%
Great Britain	37.8%	0.0%	62.2%
Europe	37.9%	12.1%	50.0%
Other	17.1%	2.9%	80.0%
FOREIGN TOTAL:	29.5%	5.8%	64.7%
GRAND TOTAL:	57.6%	72.0%	35.9%

* DOES NOT INCLUDE "MANITOBA" OR "MISSING" CATEGORIES